

# Analysis of Weekly Newsletters: Initial Report

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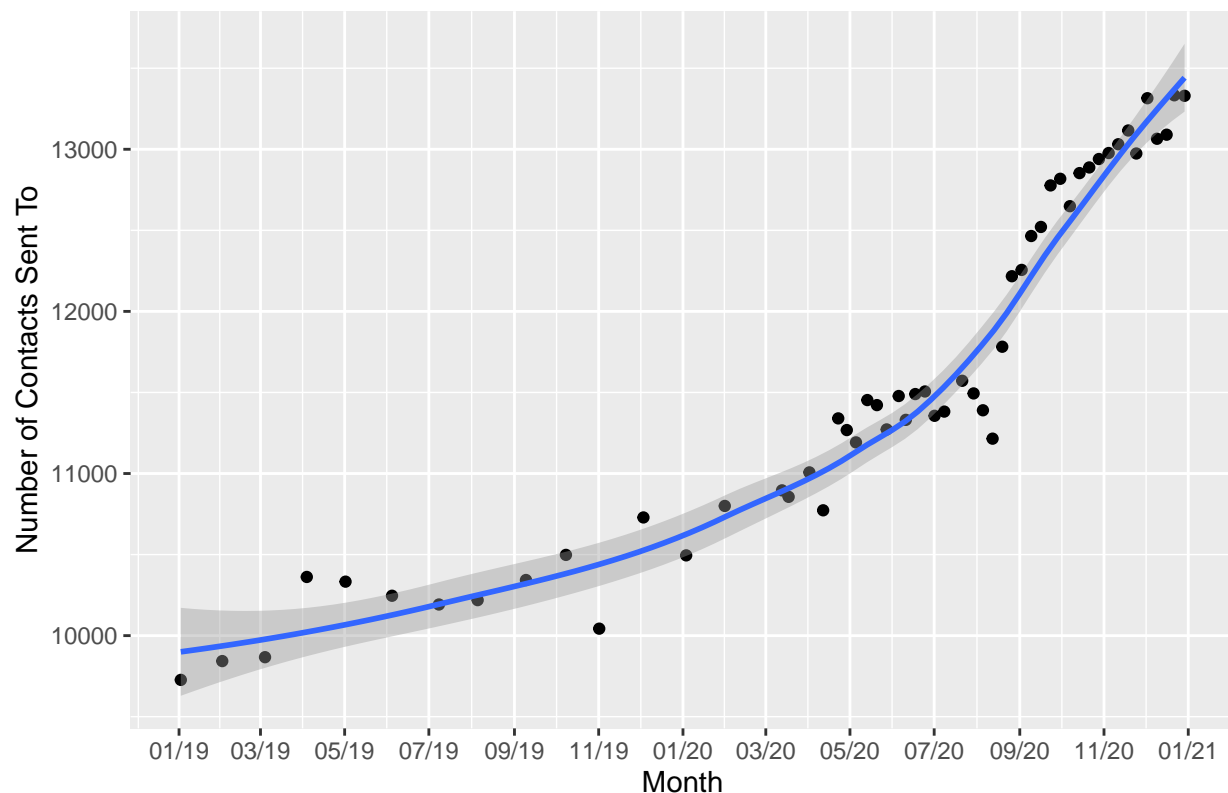
The open percentage is

$$\text{Open \%} = \frac{\text{number of contacts who opened the email}}{\text{number of contacts sent to}} \times 100\%$$

## Summary Statistics over Time, 2019-2020

```
## `geom_smooth()` using method = 'loess' and formula 'y ~ x'
```

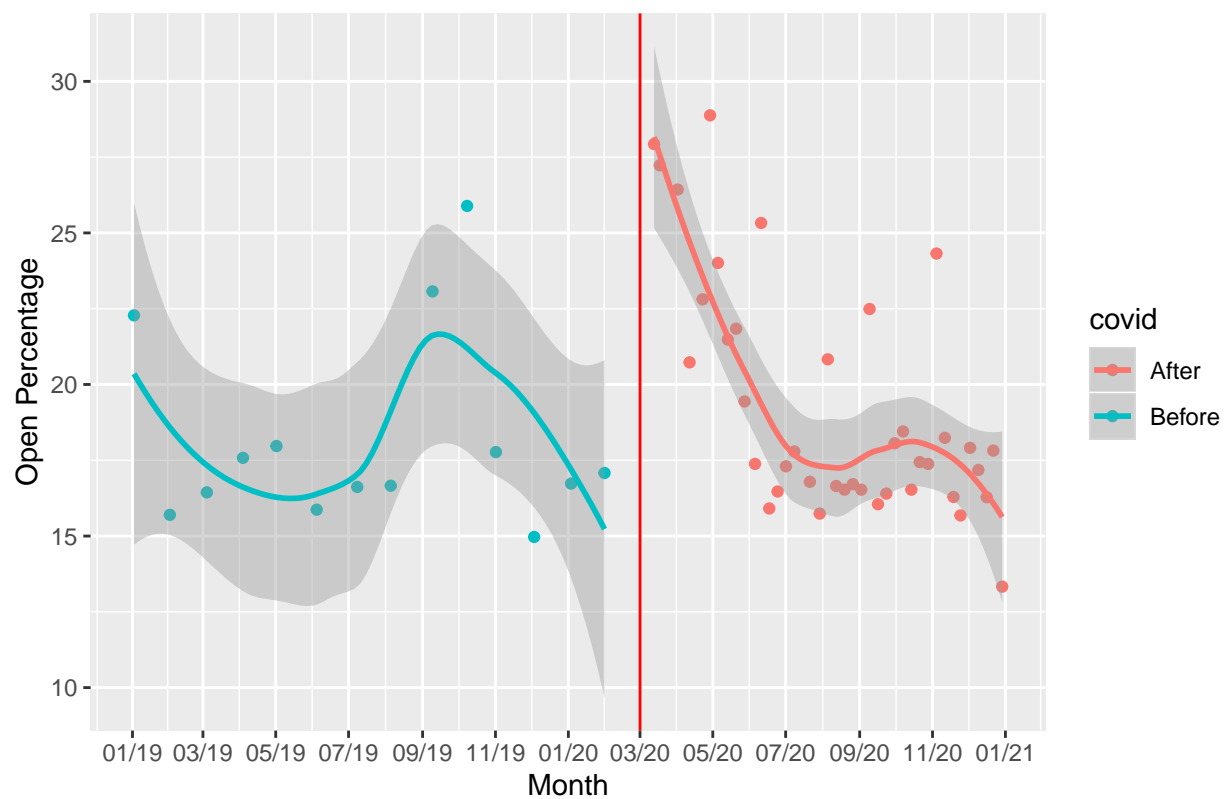
Number of Contacts Sent To over Time, 2019-2020



When did the pandemic start changing things? The March 12 weekly newsletter was the first one to mention the COVID-19 pandemic and remote volunteering opportunities.

```
## `geom_smooth()` using method = 'loess' and formula 'y ~ x'
```

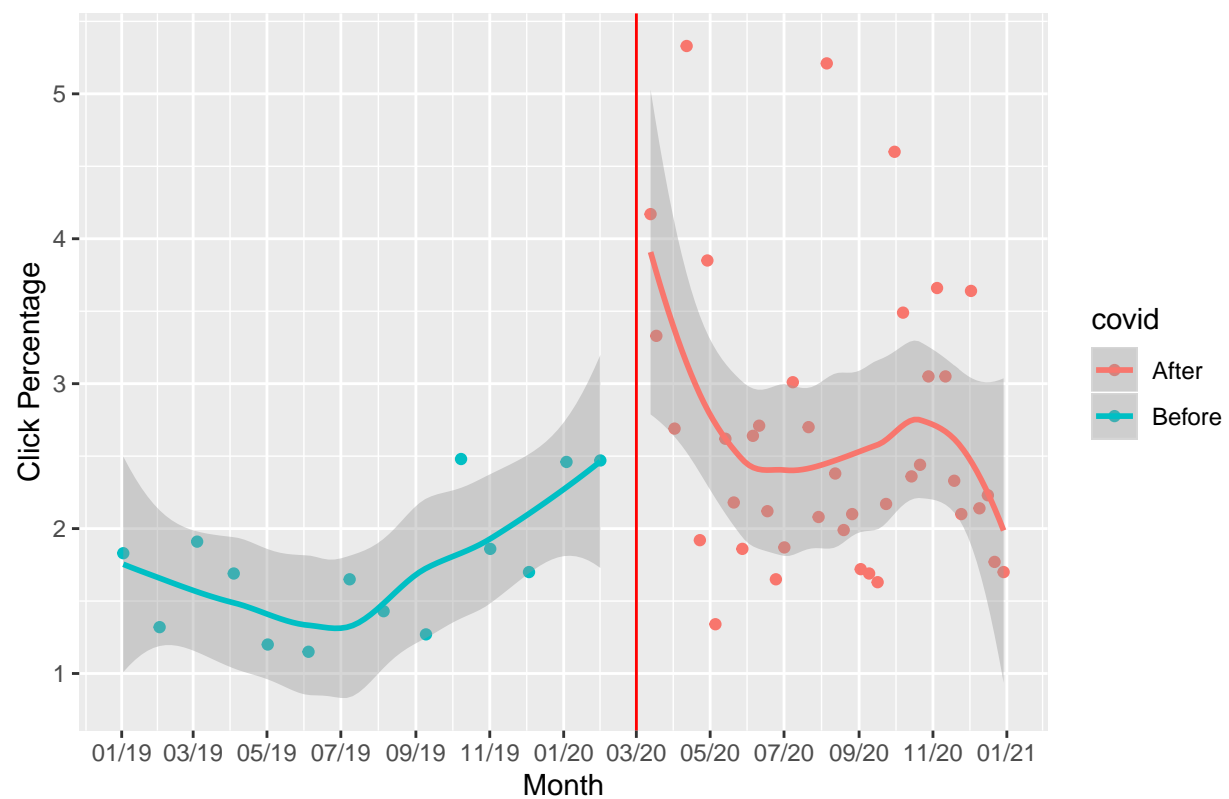
Open Percentage over Time, 2019–2020



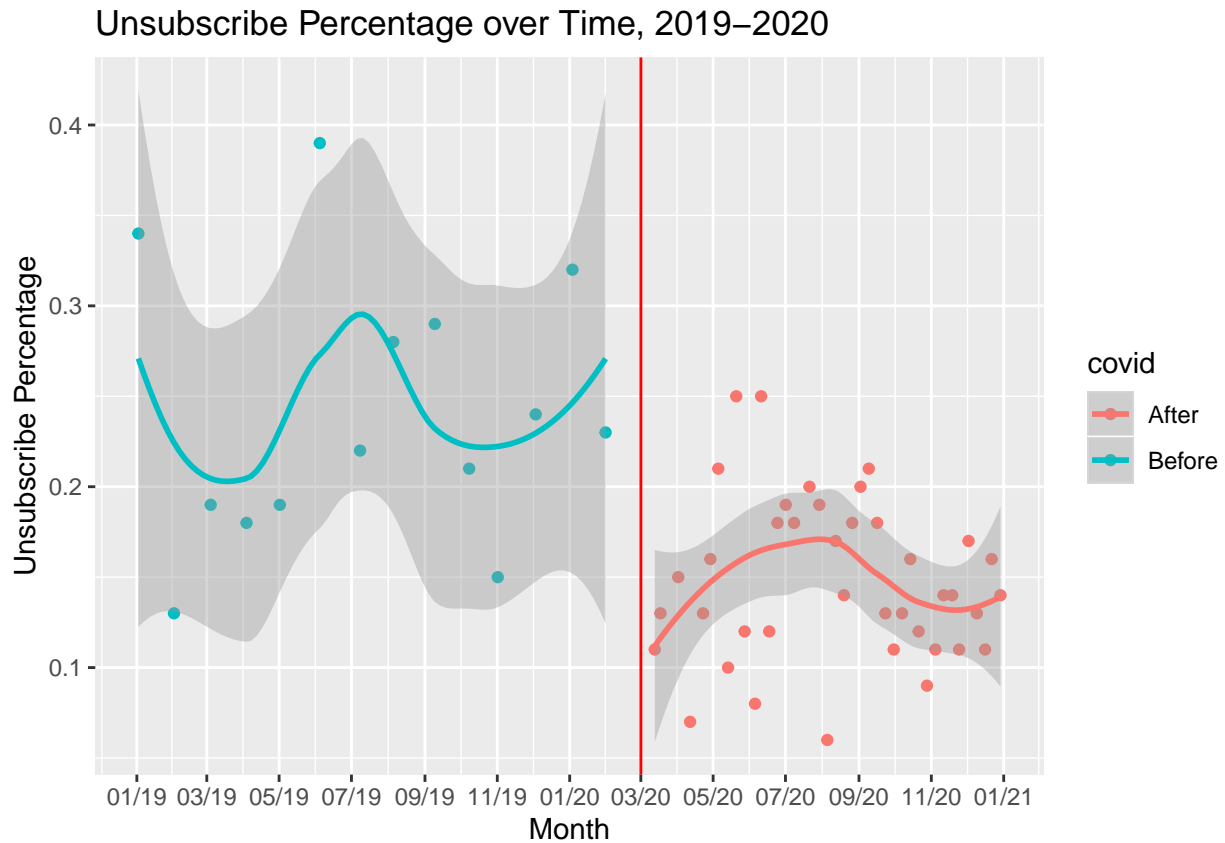
There is a spike in the open percentages after March.

## `geom\_smooth()` using method = 'loess' and formula 'y ~ x'

Click Percentage over Time, 2019–2020



## `geom\_smooth()` using method = 'loess' and formula 'y ~ x'



### Summary Statistics over Time, during the day

```
## [1] "06:51" "06:55" "07:00" "07:03" "07:05" "07:12" "07:21" "07:30" "07:32"
## [10] "07:41" "07:50" "08:10" "08:22" "08:40" "08:53" "09:03" "09:30" "11:24"
## [19] "12:07" "12:43" "12:47" "13:30" "13:45" "13:58" "14:07" "14:08" "14:35"
## [28] "14:36" "15:21" "17:15" "19:15" "20:40"
```